

APPLICATION FOR UNITED STATES LETTERS PATENT

FOR

PRESENTATION OF PERSONALIZED MERCHANDISE IN  
AN ELECTRONIC COMMERCE TRANSACTION

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## PRESENTATION OF PERSONALIZED MERCHANDISE IN AN ELECTRONIC COMMERCE TRANSACTION

### 5 FIELD

The invention relates to the presentation of images of merchandise to a consumer during an electronic commerce transaction, and, more particularly, to producing an image of a personalized good by combining an image of the good and another image provided or selected by the consumer.

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### BACKGROUND

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The rise of public computer networks, and the World Wide Web (WWW) portion of the Internet in particular, have provided opportunity for the marketing and sales of products online. Often, the products offered online are provided "as is", with no opportunity for the consumer to customize, personalize, or otherwise alter what they eventually purchase. An increasingly popular product category is "personalized" or customized merchandise, in which the consumer is provided the opportunity to specify artwork, patterns, decals, letters, photos, and so on, to apply to the products which they purchase. Personalization provides that "personal touch" which may sway a consumer toward making a purchase.

One problem with current personalization approaches is that the consumer may not have a realistic representation of the final product available for review and approval before making the purchase decision. Often the

consumer would like to see how the personalized product will actually look before spending his or her money. Techniques for providing a realistic representation of a personalized product on, for example, a web page, may help improve the online shopping experience, and thus lead to increased sales.

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## FIGURES

The invention may be better understood with reference to the following figures in light of the accompanying description. The present invention, however, is limited only by the scope of the claims at the concluding portion of the specification.

Figure 1 shows an image of a cup representative of an article of merchandise made available to a consumer.

Figure 2 shows an example of an image provided by the consumer.

Figure 3 shows an embodiment of a composite image of the personalized merchandise in accordance with the present invention.

Figure 4 shows a process for ordering personalized merchandise according to an embodiment of the present invention.

Figure 5 shows an embodiment of a system supporting presentation of personalized merchandise in accordance with the present invention.

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## DETAILED DESCRIPTION

In the following description, references to "one embodiment" or "an embodiment" do not necessarily refer to the same embodiment, although they